OPTIMIZATION OCTOPUS
EIGHT EASY DIGITAL MARKETING OPTIMIZATIONS TO HELP YOUR PROGRAMMATIC CAMPAIGNS ACHIEVE AN OCEAN OF SUCCESS.

1. ADJUST YOUR BIDS
The CPMs at driving ad group creation are your base and max bids in the programmatic ad auction. The higher your base CPM, the greater the chance that your ad will appear, so heightening the threshold for your bid parameters expands your opportunities for winning impressions.

2. SHIFT YOUR BUDGETS
Reallocating budget from a low-performing ad group to a well-performing ad group is an easy way to get the biggest bang for your buck. Also, take a look at which creative assets are performing best and remove the assets that aren't producing great results.

3. BUILD WHITELISTS AND BLOCKLISTS
Maintain a list of the sites that aren't performing or accumulating enough impressions. Then, block a whitelist of the sites you want to serve even more inventory on (and add a bid multiplier between 125-150 to increase your chances). Tip: Add both a whitelist and a blacklist to your campaign and update it weekly for optimal performance.

4. FREQUENCY CAPS
If you want to serve more or fewer impressions to a single user within a period of time, adjust the impression number and/or time frame of the impressions. In Chooble, the standard is 3 impressions per 8 hours. Tip: If you want to scale down, 1 impression per 24 hours is a good place to start.

5. AUDIENCE ADJUSTMENTS
In your reporting, look at which creative assets are performing the best, then eliminate the data segments that aren't performing up to standards.

6. GEO EXPANSION
If your campaign is underperforming (aka not spending enough), your ads may not be serving to enough people. Try widening your audience by expanding your geo parameters, then give it a few days to see if spend catches up.

7. DAYPARTING
Dayparting allows you to customize the times and days when your ads will be served. For instance, if your B2B would make sense to only run ads during business hours, if you're selling vacation packages, you might have better luck on the weekends.

8. SWITCH UP YOUR GOAL
If your campaign goal is set to reach, but you actually want to encourage clicks, change your goal to CTR. This is a simple step to making sure the system knows what action to support.

GENERAL TIPS
Remember, the digital marketing optimizations you make should always be determined by your KPIs. See the end of this guide, and only make the changes that will help you get there.

In order to give your ad optimizations enough time to take effect, only implement one or two every 6-7 days. This saves any ad fatigue that might occur otherwise.

Don't over-optimize, as you may end up cutting off the main of your inventory. Too narrow of an audience means more expensive CPMs and the risk of underperformance.